WHY WordPress is BETTER!!!

WordPress consistently comes in the top 5 of "Top 10 Content Management Systems" in the world.

WordPress websites offer much more than the few five or ten benefits you usually hear about. A blogging software-based website is the new evolution of how Websites are constructed.

Before we get into the meat of the actual reasons why WordPress is so great, let's clear up another myth while we're at it: A blog is a Website…a Website is a blog. There is NO difference.

It's just that blogs have a few more cylinders under the hood, if I were to use a metaphor. A WordPress website can be the very heart of ALL of your online marketing efforts.

Here are 35 reasons why WordPress websites are better than traditional websites for authors, speakers and business owners today in a very trying economy.

1. **Save Money** – No longer do you need to send the most basic text changes to your designer or even have your designer add new pages for you. Make the edits yourself whenever you want and save the money you would've paid your designer for more important things by adding new pages on your own. Times are tight and managing your own content for your Website is a great way to contribute to saving costs.

2. **Greater Accessibility** – Make changes or add content from any computer in the world with Internet access and a browser without the need for additional software or fixing firewall settings.

3. **Speed of Communication** – Since you don't have to wait a few days for your designer to make those basic changes, the content on your Website can be altered immediately by you, thereby giving your Website visitors the most timely and current details possible.

4. **Consistency** - No matter how many pages you add to your website, your "page template format" makes visitors less confused.

5. **Better Time Management** – Add content and then schedule those posts to publish on your site on whatever day and time you want. You could write an entire 12-week e-course, for example, break it up into 12 pieces and have each automatically post to the site on the same day and time each week for 12 weeks.

6. **Ease of Membership Site Rollout** – With the addition of a few plugins, WordPress can evolve into a full service membership site with as many levels as you would like.

7. **Social Networking Friendly** – Automatically integrate your blog posts with social media like Twitter, Facebook, Linkedin. No need to log-in and make a post to each one when you add something new to your website it will automatically update and post to your social media.

8. **Engage with Current Media** – Easily add audio and video to posts and pages.

9. **Creative Welcoming** – Integrate any design within an hour or two in comparison to other CMS (Content Management System) tools that all look alike because of their stringent design constraints.

10. **Ultimate in SEO Friendliness** – The construction of a WordPress website code is consistent and streamlined without excessive HTML code that Google finds very inviting for indexing. Plus, with the right setup, you're able to customize every page or post you make to give you the highest possible probability of getting your pages in high search results positions.

11. **Inspiring** – Participating by adding posts and pages and managing your own content becomes "fun." When you see the results from your OWN efforts instead of farming out everything, you become eagerly fueled to add more content.

12. **Search Engine Magnetism** – As a result of your inspiration to post content more often, your frequency of contribution will attract Google robots and other search engines like magnets. The robots will search your entire site every day looking for new content and new pages and changes they can index. New pages get indexed in hours or even MINUTES when you commit to adding new content over time. Many of our pages and posts have been published and displayed on Google's organic search results in under 30 minutes! Try that with a traditional Website!

13. **Growth potential - No need to update navigation when you add pages; links to new pages will** be added automatically based on what "category" or "categories" you assign your posts and pages to. This all happens in the admin area instead of manually editing javascript menus and complex PHP include files.

14. **Insanely Fast Learning Curve** - Learning to edit content, post new pages, add photos and images is as easy (maybe even easier) than using MS Word. Figuring out these simple procedures on your own would only take a novice a few hours. With initial one-on-one training by phone from an expert WordPress trainer, all of these functions can be performed by YOU in under an hour…even if you have no design or programming experience.   There are two and three FULL-day classes just to learn the BASICS of Dreamweaver or FrontPage/Web Expression. WordPress software is by far, the easiest tool to learn how to maintain content on your Website.

15. **Improved Security** – One of the subjects "against" WordPress or other blog software that use plugins (plugins are small add-on programs to enhance the capability of the blog software) is that hackers can break in to your Website. But, the exact opposite is in fact true: If you have the right people involved in the setup of your WordPress installation, your website can be hacker-proofed and more secure than a traditional Website.   How can that be true? Because there is an actual process to "hardening" a WordPress installation.   But, you just don't hear designers or developers hacker-proofing traditional Websites. See the difference?

16. **Inspires Repeat Visitors** – The fact that you are inspired to add new content frequently will also encourage and increase your repeat visitor numbers. When people like what you contribute to the Web

they want to know when you add more. That's where RSS feeds (Real Simple Syndication) come into play along with automated notices by email that new posts have been made. These announcements trigger former visitors to come back to read the rest of the article, or in the case of RSS, visitors can subscribe to receive the entire post through their RSS reader or mobile device. This is not just the "future" of how communication will evolve in a few years, but this is NOW, TODAY. If you are not experienced with how RSS works, having a blog site will introduce you to its importance for sure.

17. **Two-Way Communication with Visitors** - Through the use of comments, you are no longer restricted to one-way "outbound" communication with visitors like you would be with a traditional Web site. Sure, you can always have a "contact us" page on your traditional Website, but blog comments allow for anonymous two-way discussion between you and your readers. And, every time someone makes a comment to one of your posts, the inclusion of their content full of keyword phrases helps you to build better search positioning. It's like getting free SEO (Search Engine Optimization) help from the general public.

18. **Increase Your Perceived Industry Authority** – Making frequent posts and sharing your opinion on what's happening in your industry offers so much more potential for establishing rapport with your audience than a traditional Website could offer. Why such a difference? Because traditional Websites just take too darn long to format. Even if you open Dreamweaver and copy an existing page to create a new one, you still have to format all that content, upload it to the right directory, assign page permissions, add the page manually to navigation….UGGG! A WordPress blog will allow you to add new pages in as little as five seconds! Period! And, that page can be set to appear in navigation on every other page on your entire Website in the click of a button. You just can't afford to spend that much time to make that many additions of content pages in such a short amount of time with a traditional Website. And, when you're "reporting" on industry happenings, and giving your opinion, speed is of the essence. That's the difference.

19. **More Brand Awareness** – Since the common approach with a blog site is to build out the site into an industry-specific authority resource with hundreds or even thousands of pages of content, the number of opportunities for the general public to see your brand identity is multiplied exponentially over and above the traditional 10 to 30 page Website.

20. **Immediate Identification of Hot Topics Among Your Audience** – If you make 10 posts and get one or two…or even no comments at all, and then all of a sudden you post a topic that brings 20 comments, you learn immediately of an interest. This is a highly valuable opportunity that you normally don't see with a traditional Web site, unless you pay for a bunch of custom programming to create some forms and surveys. The utility to allow blog comments is included with every Blog installation automatically with no custom programming required.

21. **Better Anchor for Original Articles** – When you publish articles to directories and blog networks, you first want to post it to your blog site. Why is a blog site "better" for this than a traditional Website? Because of the automatic archiving feature within every blog setup.

22. **Automated Syndication** – Posts can be automatically converted to RSS feeds and syndicated to blog directories and other peoples' websites.

23. **Backdoor FREE Entry to Yahoo! Search Addition** – When you submit your RSS feed manually to Yahoo! you don't have to pay their $299 listing fee as your site will be indexed for free.

24. **24-Hour Listing in Bing/MSN** – Adding the RSS feed to Bing/MSN is the fastest way to have your site indexed and it is common for even new sites to appear in Bing/MSN within 24 hours using this method.

25. **One-Step Posting** – It might sound like I'm repeating myself with "ease of use" or "ease of learning" already listed as a benefit, but this one is different. How many ways are there to add content to a Website where you truly only click a single button to make the content appear live online? Only one that I've found and it's through WordPress software. There are no 10, 5 or even 3-step processes to publish content live. It's one single step.

26. **You Control the Discussions** – With traditional Websites, the "old school" way of communicating with visitors was to add a forum or chat room. The problem with those was the need for maintaining the posts from spammers and removing discussions and predatory accounts that could threaten the integrity of your business. Blog sites changed all of that. You begin with the topic of discussion. Your visitors make comments to the discussion you started. But, the comments people make are approved by you before anyone ever sees them on your Website. It's the best of all worlds without the worry of defaming your business with unacceptable posts.

27. **Re-Ignite Your Ideas** – By having the ability to add content to your Website in a way that is easy, fast, and requires no technical skill, you will be amazed how ideas for "what to add" will no longer be a problem. In fact, you'll be more worried about what to write about….first! Create content about industry happenings, product reviews, or educational steps. The limits are truly endless. You'll never run out of things to add to your blog.

28. **Increased Functionality with Lower Cost** – Thousands of pre-written programs called plugins can increase the functionality of your out-of-the-box blog software. Traditional websites require everything to be programmed. Even if you find an available PHP or ASP script to work with a traditional website, there is usually significant integration work and customizing required, whereas WordPress plugins are usually a 3-click install process.

29. **Multi-User Capable** – WordPress offers multi-user capability so that larger companies with marketing departments, for example, can offer editing power exclusivity or even read-only mode to others.

30. **Free Upgrades** – Unlike traditional Website software like Dreamweaver, PhotoShop or Flash, upgrades to WordPress blog software is free.

31. **Universal Platform** – With the economy the way it is, there are designers and Internet marketing service providers that are closing their doors and disappearing. You've got to be careful these days. With traditional Websites, very rarely will a new service provider agree to pick up where the old designer or

developer left off. The result is that the new provider will want to charge you for starting from scratch. Conversely, almost anyone with basic PHP and MySQL experience can jump into your WordPress website project in a moment's notice if something was to happen to the company that got your website setup for you in the first place.

32. **Safety** – Add images and media by uploading to server from within your secret admin area instead of through traditional ftp and risking deleting important files or uploading to the wrong directories.

33. **Freshness** – Easily change your site layout and appearance by swapping themes. Great for temporary changes for holidays or seasons.

34. **Reduced Loss of Work** – Your work is automatically saved as you type even if you haven't published your posts live to the web yet.

35. **Mobile Readiness** - No need to produce a second Website just for mobile users. WordPress automatically recognizes if a person is viewing the site through a Web browser or mobile device and configures the content to be viewed appropriately on either. (A custom Mobile website can be more effective, but WordPress does make the text of your website viewable on most smart phones.)

36. **Ease of Printing** – Designers are notorious for creating Websites that are too wide to print. With a simple plugin, all your WordPress blog site content can be easily printed in easy-to-read format…without creating duplicate "printable" versions of pages. No need for sacrificing screen view design just so that people can print the pages.

Okay, so we just couldn't stop at 35! There are just so many reasons why WordPress is a great fit for practically every situation.

For more information, a demo or pricing on how WordPress and UpFrontbyDesign.com can help you and your business, contact me today.

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